

Ref. Ord.# 6816894 Ver# 2 Status Returned
EC'd No

Traffic Order# 770861

Printed: 05/18/2012 6:24 PM
Last Received: 05/18/2012 11:58 AM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS-B
Estimate# 577
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/577
Flight Dates 05/23/2012 - 05/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC-A

--- REMARKS ---

Adding local Traffic Order # for reference

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/24-05/24	1	1	1	\$50.00	
	2	M	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/28-05/28	1	1	1	\$50.00	
	3	W	10P-11P	FOX NEWS AT 10<	:30	\$175.00	05/23-05/23	1	1	1	\$175.00	
	4	TH	10P-11P	FOX NEWS AT 10<	:30	\$175.00	05/24-05/24	1	1	1	\$175.00	
	5	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/29-05/29	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	05/24-05/24	1	1	1	\$60.00	
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	05/28-05/28	1	1	1	\$60.00	

---REPORT TOTALS---

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

May 12: 4 / \$460.00

Jun 12: 3 / \$285.00

Sales Totals: 7 / \$745.00

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Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$12,417	CATV	0%	WNGT	0%	WNWO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENCV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE